

# Case Study:

Lead Generation Campaign  
For HR Software Company  
Results In An Impressive ROI

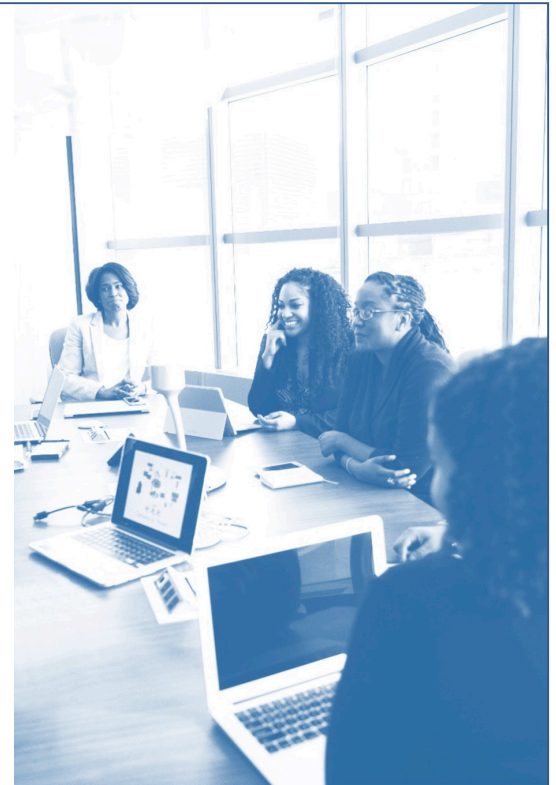
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Reaching the right decision-makers, and being at the top of their minds, was at the top of our lead generation goals. We had studied how to do this internally—to build an outbound team and all that’s needed there. At some point we realized it’s not easy—we didn’t have the proper expertise or resources at the time. We needed a partner who had them and that’s what OutboundHR contributed to our strategy.



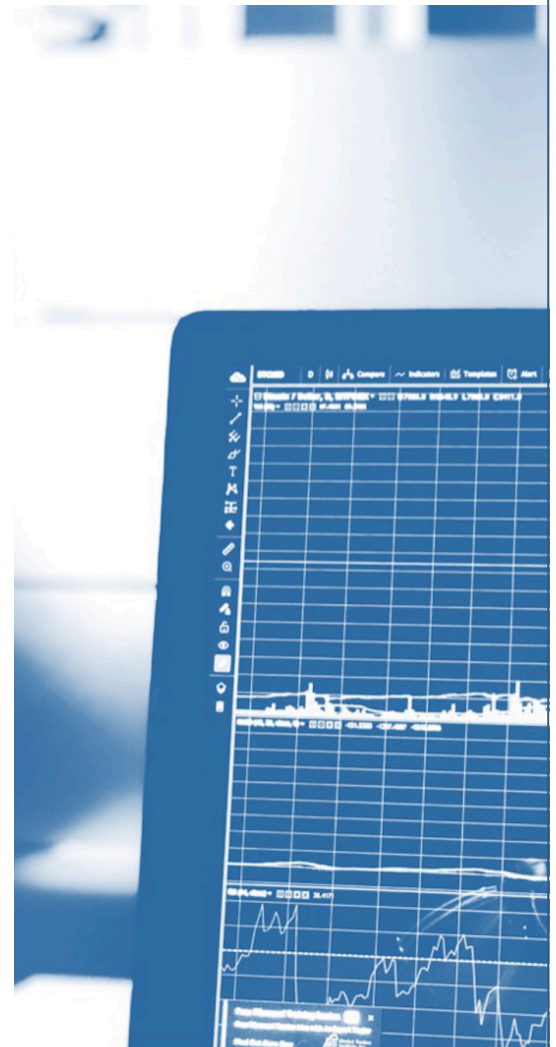
## Executive Summary

Our client, a HR software company, with \$4M in annual revenue (2018) and 25 employees. They needed to scale up their existing outbound lead generation efforts quickly and didn’t have the internal resources to do so.

They needed to understand what was and wasn’t working. OutboundHR applied our proven process to the client’s sales development efforts. We offered them a turnkey solution. Fully managed and professionally developed, call and email prospecting campaigns.

We immediately got their sales pipeline back on track. In just three months we had increased our client’s B2B lead generation results by 3x. We also learned exactly what works and what doesn’t for their solution at the top of the funnel.

The data gained from the outbound campaigns on target accounts was used as the basis of a long-term account-based strategy for their inside sales team.



## COMPANY

Our Client is one of the leading providers of compensation, rewards, and goals-based performance management solutions.

The company offers an all-in-one software suite designed to meet today's agile management environment and help organizations keep budgets, employees and communications on track.

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**Industry: HR Technology**

**Business model: Software**

**Revenue: 2019 - \$10 million**

## OBJECTIVES

Our clients' growth slowed down in 2018. Their lead generation campaigns were not performing as well as they once had. Their sales team had to work harder than ever to generate new leads, mostly relying on linkedin, referrals and cold calling.

The Client asked us to help generate sales leads, so we kicked-off a 3-month pilot project with two main objectives:

- 1. Generate more sales leads consistently for the Client with call and email campaigns**
- 2. Put our Client back on the path for growth**

# Process

We have a proven lead generation process that brings together the best data, technology, talent and strategy.

## HERE IS THE 4 STEP PROCESS WE USED:

1

Developed a deep understanding of the client's offering and market positioning

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2

Developed targeted prospect lists using our proprietary inhouse HR buyer dataset, data researchers and data sources

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3

Developed and tested different messaging concepts and angles

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4

Scaled what worked

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## Step 1

Gained an understanding of the Client's offering and market positioning.

We spent the first three weeks of the project getting a deep understanding of the client. We studied the clients' sales and marketing collateral, including all content they had developed.

We studied the client's existing case studies, white papers, blog posts, buyer persona research, website pages and call scripts. We also reviewed and considered their closest competitors and the competitors' features, positioning and messaging.

We also conducted interviews with the client's team members to understand the value propositions and gather insights into the customers needs.

## Step 2

The OutboundHR research team developed targeted prospect lists using our proprietary human-verified database HR buyers.

We enriched and combined our data with other data sources to build targeted prospect lists. The campaign was targeting the Manager to VP titles in HR and Talent at companies with 50-10,000 employees in the US and Canada.

## Step 3

Developed and tested different messaging concepts and angles.

We developed 3 messaging concepts each targeting an identified pain point that could be relieved with the client's platform.

## Step 4

We found the performance management feature was outperforming the platforms' other functions in the messaging more than 3:1. We then scaled what was working and added a second SDR resource.

## Results

Our efforts produced a strong growth in lead generation. We acquired 4x more B2B leads than any quarter in the company's history. A significant amount of these leads were sales-ready from the get-go.

The emails sent were also well-received. They were on average opened 28% of the time and clicked through at a 11.5% rate.

# Conclusion

Thanks to our process, we learned exactly what works and what doesn't. The data clearly showed the right way forward.

## WE NOW HAD:

- > **Determined the most responsive buyer personas**
- > **Gained data on the most effective messaging**
- > **Booked more than 90 sales appointments; resulting in \$2 million dollars in closed business, attributed to OutboundHR campaigns**
- > **200% increase in revenue from the previous quarter**
- > **Client enjoyed a very high ROI**

The learnings from this pilot were used to start a long-term project between OutboundHR and the Client. We've changed their core outbound strategy and enabled sustainable growth and a predictable sales pipeline.



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